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NOTICE OF ALLOWANCE AND FEE(S) DUE

25943 7590 12/23/2009

Schwabe Williamson & Wyatt
PACWEST CENTER, SUITE 1900
1211 SW FIFTH AVENUE
PORTLAND, OR 97204

EXAMINER	
BASEHOAR, ADAM L	
ART UNIT	PAPER NUMBER
2178 DATE MAILED: 12/23/2009	

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/664,578	09/18/2000	Stephen C. Roderick	109889-130244	3952

TITLE OF INVENTION: METHOD, APPARATUS AND SYSTEM FOR IMPROVED CONTENT MANAGEMENT AND DELIVERY

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$755	\$0	\$0	\$755	03/23/2010

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail Stop ISSUE FEE**
Commissioner for Patents
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INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

25943 7590 12/23/2009

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PACWEST CENTER, SUITE 1900
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Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)

(Signature)

(Date)

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09/664,578	09/18/2000	Stephen C. Roderick	109889-130244	3952

TITLE OF INVENTION: METHOD, APPARATUS AND SYSTEM FOR IMPROVED CONTENT MANAGEMENT AND DELIVERY

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nonprovisional	YES	\$755	\$0	\$0	\$755	03/23/2010
EXAMINER	ART UNIT	CLASS-SUBCLASS				
BASEHOAR, ADAM L		2178	715-513000			

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
 "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,
(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 _____
2 _____
3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent): Individual Corporation or other private group entity Government

4a. The following fee(s) are submitted:

- Issue Fee
 Publication Fee (No small entity discount permitted)
 Advance Order - # of Copies _____

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- A check is enclosed.
 Payment by credit card. Form PTO-2038 is attached.
 The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)

- a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____

Date _____

Typed or printed name _____

Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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Schwabe Williamson & Wyatt PACWEST CENTER, SUITE 1900 1211 SW FIFTH AVENUE PORTLAND, OR 97204				BASEHOAR, ADAM L
ART UNIT		PAPER NUMBER		
2178				DATE MAILED: 12/23/2009

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)

(application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 833 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 833 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

Notice of Allowability	Application No.	Applicant(s)	
	09/664,578	RODERICK, STEPHEN C.	
	Examiner	Art Unit	

ADAM L. BASEHOAR
2178

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. This communication is responsive to the RCE filed 10/23/09.
2. The allowed claim(s) is/are 2-6,10,11,23,26-28,31-33,35,37,38,40-43 and 45.
3. Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All b) Some* c) None of the:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) hereto or 2) to Paper No./Mail Date _____.
 - (b) including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. Notice of References Cited (PTO-892)
2. Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____
4. Examiner's Comment Regarding Requirement for Deposit
of Biological Material
5. Notice of Informal Patent Application
6. Interview Summary (PTO-413),
Paper No./Mail Date _____.
7. Examiner's Amendment/Comment
8. Examiner's Statement of Reasons for Allowance
9. Other _____.

/Adam L Basehoar/
Primary Examiner, Art Unit 2178

REASONS FOR ALLOWANCE AND EXAMINER'S AMENDMENT

1. This action is responsive to communications: The Request for Continued Examination (RCE) filed 10/23/09.
2. Claims 46-48 have been added as necessitated by the RCE.
3. Claims 26, 27, 31, 33, 35, 38, 40, and 42 have been amended and claims 46-48 have been cancelled as necessitated by an Examiner's Amendment as shown/discussed below in the Examiner's Amendment section.
4. All previous rejections to the claims have been withdrawn in view of amendments presented by the RCE as well as the Examiner's Amendment.
5. Claims 2-6, 10, 11, 23, 26-28, 31-33, 35, 37, 38, 40-43 and 45 are allowed as necessitated by the Amendment and are discussed below in the Reasons for Allowance section.

EXAMINER'S AMENDMENT

6. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Nathan R. Maki on 12/18/09.

The Application has been amended as follows:

26. (Currently Amended) The article of manufacture of claim 32, wherein the information server includes a report generation function which periodically and/or on demand automatically generates a report including the maintained statistics.~~-compiled statistical history.~~

27. (Currently Amended) An apparatus for the provisioning of information pages comprising:

a storage device having stored therein a plurality of executable instructions that implements an information server, when contacted by a client device using a uniform resource locator (URL) comprising a server name of the information server immediately followed by a separator immediately followed by a pseudo resource identifier nominally identifying a resource of the information server in accordance with a URL standard, the information server interprets a first portion of the pseudo resource identifier as a product identifier identifying a product and a second portion of the pseudo resource identifier as a marketing code identifying a type of media used to disseminate the URL, the type of media being a radio medium, a television medium, or a print medium, and in response, constructs and issues one or more queries including the product identifier to retrieve information corresponding to the identified product; dynamically generates instructions to create an associated information page for the identified product for provisioning to the client device, with at least a portion of information presented in the associated information page including an explicit reference to the type of media used to disseminate the URL referring to the type of media, and maintains statistics for the marketing code; and

at least one processor coupled to the storage device to execute the stored executable instructions.

31. (Currently Amended) An article of manufacture comprising:
a recordable medium having recorded thereon a plurality of machine executable instructions implementing an information server having a plurality of functions for provisioning resource information pages, the functions including a function such that when contacted by a client device using a uniform resource locator (URL) comprising a server name of the information server immediately followed by a separator immediately followed by a pseudo resource identifier nominally identifying a resource of the information server in accordance with a URL standard, the information server is to interpret a first portion of the pseudo resource identifier as a product identifier identifying a product and a second portion of the pseudo resource identifier as a marketing code identifying a type of media used to disseminate the URL, the type of media including a radio medium, a television medium, or a print medium, and, in response, to construct and issue one or more queries to retrieve information associated with the identified product; to dynamically generate instructions to create the associated information page for the identified product for provisioning to a client, with at least a portion of information presented in the associated information page including an explicit reference to the type of media used to disseminate the URL ~~refers to the type of media~~; and to maintain statistics for the marketing code.

33. (Currently Amended) The article of manufacture of claim 23 wherein the information server responds to requests comprised of [[an]] the ISPID for an information page whether the requested information page exists prior to the request or not.

35. (Currently Amended) The method apparatus of claim 27, wherein said constructing and issuing of the one or more queries further includes issuing a first query of the one or more queries to a local information resource, and, in the event that the local information resource does not include the requested information, issuing a second query of the one or more queries to a remote information resource.

38. (Currently Amended) The apparatus of claim 27, wherein the type of media is [[a]] the print medium, and wherein the print medium is a buyer's guide.

40. (Currently Amended) A method comprising:
receiving a uniform resource locator (URL) including a server name of an information server followed by a separator followed by a pseudo resource identifier nominally identifying a resource of the information server in accordance with a URL standard;

interpreting a first portion of the pseudo resource identifier as a product identifier identifying a product and a second portion of the pseudo resource identifier as a marketing code identifying a type of media used to disseminate the URL, the type of media including a radio medium, a television medium, or a print medium;

providing an information page associated with the product to a requesting client device, at least a portion of the information page including an explicit reference to the type of media used to disseminate the URL referring to the type of media identified; and maintaining statistics for the marketing code.

42. (Currently Amended) The method of claim 40, wherein the product identifier includes an industry standard product identifier (ISPID), ~~and the plurality of types of media include a television medium, a print medium, and/or a radio medium.~~

46. (Cancelled)

47. (Cancelled)

48. (Cancelled)

REASONS FOR ALLOWANCE

7. The following is an examiner's statement of reasons for allowance:

Regarding substantially similar independent claims 27, 31, and 40, none of the references, either singularly or in combination, teach or suggest to a person of ordinary skill in the art at the time of the invention the combination of the claimed limitations/features of the apparatus and method steps of the independent claims.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Please note the additionally cited references on the accompanying PTO-892 Form.

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Adam L. Basehoar whose telephone number is (571)-272-4121. The examiner can normally be reached on M-F: 7:00am - 4:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Steve Hong can be reached on (571) 272-4124. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Adam L Basehoar/
Primary Examiner, Art Unit 2178